



**D5.4 Info event 1**  
**CMU 1-Day Project Launch Event**

Curriculum Development for Zero Waste Management  
in the Hospitality and Tourism Sector.

Chiang Mai University



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# Deliverable Information

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## Executive summary

This report summarizes key information from the Tourism-Zero Project Launch Event (D5.4 Info Event 1), hosted by Chiang Mai University (CMU) in Chiang Mai on February 11, 2025. As part of WP5 – Dissemination and Awareness Raising, the primary objective of the event was to introduce the Tourism-Zero Project to CMU staff, stakeholders, and media representatives, ensuring their active involvement from the beginning.

The event attracted a total of 83 people, comprising representatives from relevant stakeholder groups targeted by the project including HEIs staff, students in related fields of tourism and hospitality programs, stakeholders from the Private and Government Sectors in Tourism and Hospitality and local news agencies.

Additionally, media personnel were invited to enhance publicity efforts and expand the project's outreach and dissemination network. The launch successfully created awareness, fostered stakeholder engagement, and set a solid foundation for future project activities.

### **The report collects information about:**

- General information;
- Event description
- Participants;
- Activities and sessions;
- Communication of the event;
- Feedback and evaluation;
- Additional information.



## 1. General Information

- **Project name:**  
Curriculum Development for Zero-Waste Management in the Hospitality and Tourism Sector - Tourism-Zero
- **Event title:** Launch Event of the Tourism-Zero Project
- **Partner university:** Chiang Mai University
- **Location (city, country):** Angkaew Villa CMU, Chiang Mai University, Chiang Mai, Thailand.
- **Date of event:** Febuary 11, 2025.
- **Event coordinators (name and contact information):**

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## 2. Event Description

- **Objectives:**
  - To raise awareness among target groups about the Tourism-Zero project, ensuring they understand its goals and the expected outcomes at each stage of implementation. To highlight its significance to Thailand's tourism and hospitality industry, particularly among university staff, tourism and hospitality businesses, students in tourism, hospitality, and related fields, as well as government and private sector organizations.
  - To enhance engagement and foster strong relationships with key stakeholders involved in the project, ensuring a social impact at local, national, international, and regional levels.
  - To promote and disseminate news and information about the launch event of the Tourism-Zero project to the target groups.
- **Agenda:**

The **CMU 1-Day Info Event 1**, as the event title of "**Launch Event of the Tourism-Zero Project**", was held on February 11, 2025, at Ang Kaew Villa, Chiang Mai University, Thailand. Ang Kaew Villa is an accommodation and conference venue



for HEIs staff in CMU, students, and university guests, while also providing hands-on training opportunities for students under the management of the Department of Tourism, Faculty of Humanities, Chiang Mai University. The event was a full day with the key highlights as outlined below and the Figure 1 and Figure 2.

- 09:00 - 09:30 AM. – Registration
- 09:30 - 09:45 AM. – Greetings and event introduction
- 09:45 - 10:00 AM. – Project overview
- 10:00 - 10:15 AM. – Open remarks
- 10:15 - 10:30 AM. – Coffee Breaks - Northern Thai foods and local snacks
- 10:30 - 11:45 AM. – A special lecture on "Chiang Mai University and Its Role in Enhancing Skills for All Ages through CMU Lifelong Education" by Associate Professor Dr. Pradthana Jaipong. (Director of the CMU Lifelong Education.)
- 11:45 AM. - 13:00 PM. – Lunch time
- 13:00 - 13:30 PM. – Progress and Roadmap of the Tourism-Zero Project: Implementation Over Three Years and Its Impact on relevant Stakeholders
- 13:30 - 15:00 PM. – The seminar session to share idea with special guest speakers from government, private sector, and academia on the topic "The Future of Zero-Waste Tourism."
- 15:15 - 15:30 PM. – Coffee Breaks - Northern Thai foods and local snacks
- 15:30 - 16:00 PM. – Summary of the key points discussed each session, event evaluation, and group photos.



## TOURISM-ZERO

CURRICULUM DEVELOPMENT FOR ZERO WASTE MANAGEMENT  
IN THE HOSPITALITY AND TOURISM SECTOR

### LAUNCH EVENT OF THE TOURISM-ZERO PROJECT CHIANG MAI UNIVERSITY, THAILAND

Date: Tuesday 11 February 2025 | Time: 09:00 AM. – 16:00 PM.  
Venue: Ang Kaew Villa Chiang Mai University, Chiang Mai, Thailand.

#### AGENDA

Time	Sessions
09:00 - 09:30	<b>Registration</b>
09:30 - 09:45	<b>Greetings and event introduction</b> <ul style="list-style-type: none"> <li>– Greetings and event introduction by Assistant Professor Dr. Orawit Thinnukool. – Project coordinator</li> <li>– Introducing the CMU Project team</li> </ul>
09:45 - 10:00	<b>Introduction</b> <ul style="list-style-type: none"> <li>– The overview of the Tourism-Zero Project by Assistant Professor Dr. Yuthasak Chatkaewnapanon. Head of the Department of Tourism, Faculty of Humanities. Chiang Mai University.</li> </ul>
10:00 - 10:15	<b>Open remarks</b> <ul style="list-style-type: none"> <li>– <b>Welcome remark</b> – Assistant Professor Dr. Rawee Jansong. Dean of Faculty of Humanities. Chiang Mai University.</li> <li>– <b>Opening remark</b> – Assistant Professor Dr. Worawit Janchai. Dean of College of Arts, Media and Technology. Chiang Mai University.</li> <li>– <b>Group photos</b> – All Participants</li> </ul>
10:15 - 10:30	<b>Coffee Breaks – Local Thai Northern snacks</b>
10:30 - 11:45	<b>A special lecture</b> <i>“Chiang Mai University and Its Role in Enhancing Skills for All Ages through CMU Lifelong Education”</i> By Associate Professor Dr. Pradthana Jaipong. Director of the CMU Lifelong Education.
11:45 - 13:00	<b>Lunch time - Northern foods</b>



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Project 101179854 — Tourism-Zero — ERASMUS-EDU-2024-CBHE

Figure 1 Agenda of the Project Launch Event (1)



Time	Sessions
13:00 - 13:30	<b>Progress and Roadmap of the Tourism-Zero Project: Implementation Over Three Years and Its Impact on relevant Stakeholders</b> By Assistant Professor Dr. Pattaraporn Khuwuthyakorn – Project manager of the Tourism-Zero
13:30 - 15:15	<b>The seminar session to share experience and future trends on the topic “The Future of Zero-Waste Tourism”</b> from special guests who are representatives from private, government, and HEI Sector: (1) <b>Mr. Seksan Sutha</b> – President association and CEO of Fah Lanna Spa (2) <b>Mr. Jirakorn Suwong</b> – Secretary of the Tourism Council of Chaing Mai, Chairperson of the BCG Chapter, and We Green Founder (3) <b>Assistant Professor Dr. Yuthasak Chatkaewnapanon.</b> – Head of the Department of Tourism. Faculty of Humanities. Chiang Mai University. (4) <b>Assistant Professor Dr. Orawit Thinnukool.</b> – Moderator  <b>Discussion sub-topics</b> (1) <i>The Role and Perspectives from the Private Sector on Zero-Waste Management Practices in the Tourism and Hospitality Sector in Thailand.</i> (2) <i>The Role and Perspectives of the Government Sector on Zero-Waste Management Practices in the Tourism and Hospitality Sector in Thailand.</i> (3) <i>The Role and Perspectives of HEIs staff in Thailand on Enhancing Zero-Waste Management Skills for Students in Tourism and Hospitality and Related Fields.</i>
15:15 - 15:30	<b>Coffee Breaks</b> - Local Thai Northern snacks
15:30 - 16:00	<b>Conclusion</b> – Summarizing key points – Evaluation of the launch event – Group photos
16:00	<b>Event Closing</b>

(The activity may be subject to change)



Venue

(Parking area is opposite the CMU Coffee)



Figure 2 Agenda of the Project Launch Event (2)



- **Keynote speakers:**

- There were three key speakers for the seminar session under the topic of “The Future of Zero-Waste Tourism”, the special speakers are representatives from vary sector related to the tourism and hospitality, including local entrepreneur, policy-maker, and CMU academic staff, the details of keynote speakers in the Table 1.

Table 1 Name of keynote speakers for the CMU Info Event 1 of the Tourism-Zero Project

#	Name	Position/Designation	Affiliation
1	Mr. Seksan Sutha	President of association / CEO of Fah Lanna Spa	The Thai Lanna Spa Association. Fah Lanna Spa
2	Mr. Jirakorn Suwong	Secretary / Chairperson of the BCG Chapter/ We Green Founder	Tourism Council of Chaing Mai
4	Asst.Prof.Dr. Yuthasak Chatkaewnapanon.	Head of the Department of Tourism	Faculty of Humanities. Chiang Mai University
5	Assoc.Prof.Dr. Pradthana Jaipong.	Director	CMU School of Lifelong Education.

### 3. Participants

The total of participants attending the CMU 1-Day Info Event 1 (Launching event of the Tourism-Zero Project) was **83 people** in total. The gender proportion of participants including 48 people of **Female (58%)**, 17 people of **Male (20%)**, and 18 people of **non-binary (22%)**. Further details are presented in Figure 3.

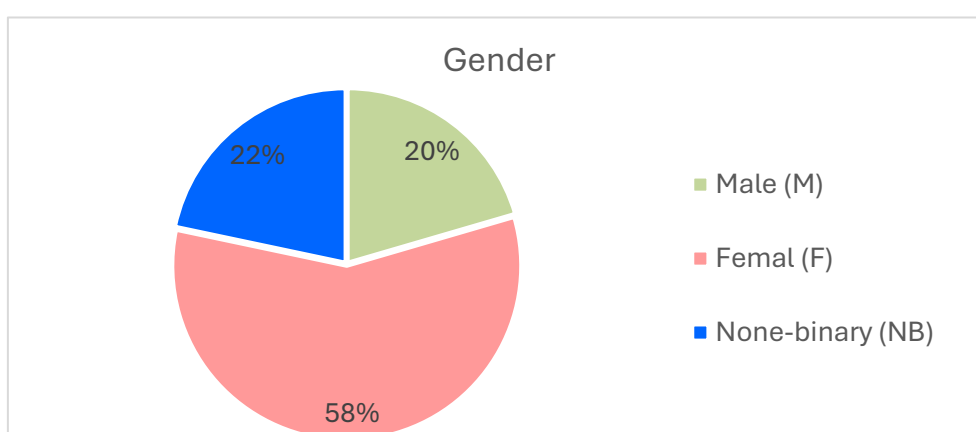


Figure 3 The proportion of participants in the launch event divided by gender.

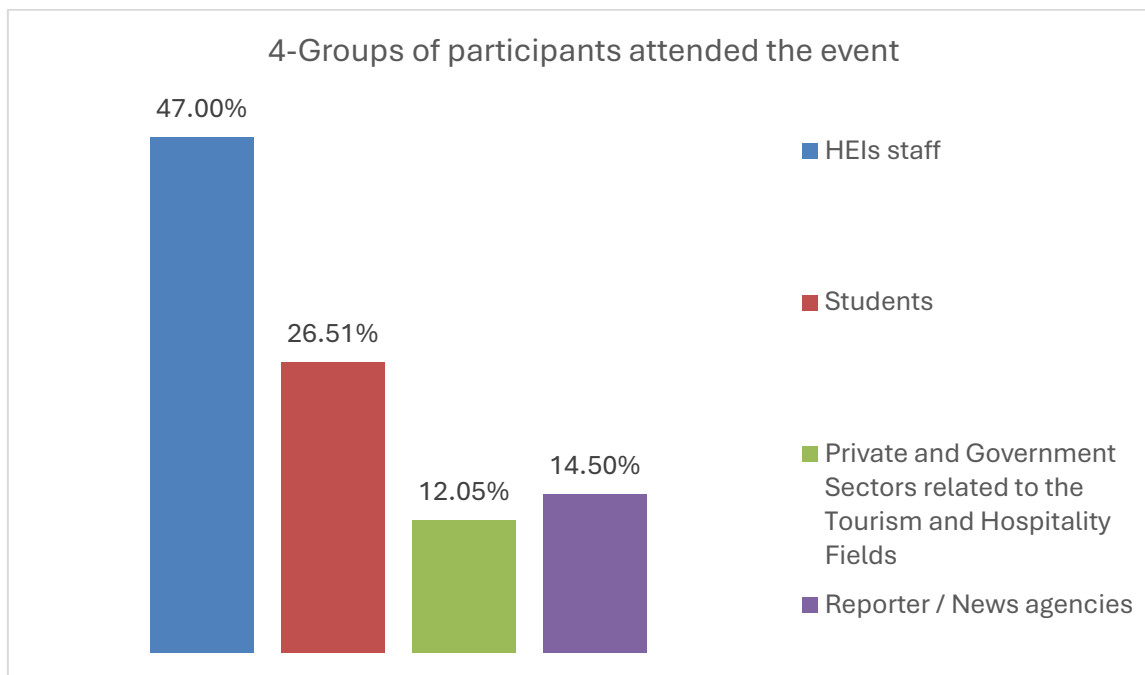


Figure 4 Participants categorized by sector/group

From the Figure 4, the participants attending the Launching Event of the Tourism-Zero Project can be categorized into four groups as details below:

- **HEIs staff 39 people (47.00%):**
  - **High-Level Administrative Staff:** Deans from various faculties, Directors and Deputy Directors from CMU organizations, and Heads of Schools.
  - **Academic Staff:** Lecturers, teaching staff, and researchers from many faculties.
  - **Supporting staff:** Admin staff from relevant divisions and departments, particularly in the fields of Tourism and Hospitality, and Information Technology and Modern Management for Business in Tourism.
- **Students in related fields of tourism and hospitality programs 22 people (26.51%):**
  - This includes undergraduate students from the Department of Tourism, Faculty of Humanities, as well as students from the Co-operative Education program from the College of Arts, Media and Technology.
- **Private and government sectors related to the tourism and hospitality field 10 people (12.05%):**
  - **Private Sector:** Representatives from hotels, cafés, restaurants, spa and massage businesses, local entrepreneurs, and software houses focusing on tourism-related solutions;
  - **Government Sector:** Policymakers responsible for developing the tourism roadmap and strategic plans for Chiang Mai and Northern Thailand, particularly in the areas of zero-waste management and sustainable tourism.
- **Local news agencies 12 people (14.50%):** Representatives from main local media both online and offline channels.



## 4. Activities and Session

The Chiang Mai University with the collaboration of CMU staff from vary faculties, college, institue, department, and internal organizations, to organize the CMU launching event of the Tourism-Zero Project (Info event 1) on February 11, 2025 at the Ang Kaew Villa, Chiang Mai University, Chiang Mai, Thailand. There were 83 participants including representatives from HEIs staff, students, the govement and private sector particularly in tourism and hospitality sector attended this event. The main activities including the a seminar and a special lecture from special speakers. These sessions provided valuable insights and future trends, helping students and private sector participants broaden their perspectives and develop essential skills for the job market. The details are as below:

- The event began with a warm greeting from **Asst.Prof.Dr. Orawit Thinnukool**, the project coordinator of **Tourism-Zero**. He highlighted the significance and background of the Tourism-Zero Project, today's project launch, the objectives of the event, and the importance of the funding oraganization supporting the project. These include the European Union (EU), under the Erasmus+ Programme, and Chiang Mai University. Additionally, he acknowledged the College of Arts, Media, and Technology as a co-funding oraganization and the Faculty of Humanities as the co-host of event organizing. He also expressed gratitude to all distinguished guests for their presence and support, especially the HEIs staff and representatives from business in tourism and hospitality sector. Following this, he introduced the team member from Chiang Mai University working together in the Tourism-Zero Project.
- **The overall project overview, goals, objectives, implementation plan, and expected outcomes over the three-year duration were presented** to the attendees by **Asst.Prof.Dr. Yuthasak Chatkaewnapanon**, Head of the Department of Tourism, Faculty of Humanities, Chiang Mai University. He emphasized the collaboration among 10 organizations under the Tourism-Zero Project, which includes six universities from Asia from Thailand, Lao PDR, and China, as well as partner universities from the European Union, such as the Fundacio Univeristy Balmes in Spain, the Harokopio University of Athens, and the NGO Symplexis from Greece.
- **Welcoming remarks** started with welcoming remarks from **Asst.Prof.Dr. Rawee Jansong**, Dean of the Faculty of Humanities, representing the host venue. He greeted all guests, expressed gratitude for the faculty's involvement, and emphasized the importance of collaboration for the project's success. He



hoped this initiative would foster further cooperation in related to tourism field at faculty, university, and international levels.

- Following with the **opening remark** by **Asst.Prof.Dr. Worawit Janchai, Dean of the College of Arts, Media, and Technology**, addressed **the impact of environmental issues and climate change on Thailand's tourism industry**. He highlighted two key factors: *(1) Collaboration among academia, government, and private sectors; (2) The Role of Technology in tackling environmental challenges, tourism waste, and zero-waste management. He reinforced that these align with Chiang Mai University's vision which is "A Leading University Committed to Social Responsibility for Sustainable Development through Innovation"*
- The high-level staff from many faculties and departments, academic and support staff from Chiang Mai University and Maejo University, representatives from government tourism organizations, and private sector entrepreneurs including restaurant and beverage owners, hotel operators, and souvenir business owners in Chiang Mai joined together for group photos.
- After the morning coffee break with local Lanna-style snacks, a special lecture on **"Chiang Mai University and Its Role in Enhancing Skills for All Ages through CMU School of Lifelong Education"** was delivered by **Assoc.Prof.Dr. Pradthana Jaipong**, the Director of CMU Lifelong Education. *He emphasized the importance of lifelong learning and the necessity of skill development for people of all ages.* Learning does not end with an undergraduate degree, whether in childhood, teenagers, adults, or elderly people, they have opportunities to learn or upskill/reskill and learn independently anytime, anywhere, without being in traditional classroom. *Additionally, he provided insightful information on essential skills for the students and first-jobbers attending the launch event, who will be the main workforce in the future tourism industry.* He also introduced various courses and programs available on the CMU School of Lifelong Education platform, designed to support skill enhancement for learners of all ages.
- **The progress and roadmap of the Tourism-Zero Project** including overview plan of project implementation over three years, and its impact on relevant stakeholders were presented to target audiences by **Asst.Prof.Dr. Pattaraporn Khuwuthyakorn**, Task manager of the Tourism-Zero. She also mentioned the current tasks in progress in terms of desk and field research on the level of knowledge and implementation/adoption of zero waste practices in the hospitality and tourism sector in Chiang Mai in order to identify the main skills needs and gaps related to zero-waste practices.



- The seminar session focused on sharing experiences and discussing future trends on the topic **“The Future of Zero-Waste Tourism.”** There were three special guests including representatives from the private sector, government organizations, and CMU HEI staff related to tourism and hospitality, engaged in discussions. The session covered key perspectives from each sector, addressing critical aspects of current waste management in tourism business, feasibilities of the adoption the zero-waste management practices in tourism and hospitality business in Chiang Mai, Sustainable Tourism trends through the following sub-topics:
  - (1) The Role and Perspectives from the Private Sector on Zero-Waste Management Practices in the Tourism and Hospitality Sector in Thailand.
  - (2) The Role and Perspectives of the Government Sector on Zero-Waste Management Practices in the Tourism and Hospitality Sector in Thailand.
  - (3) The Role and Perspectives of HEIs staff in Thailand on Enhancing ZeroWaste Management Skills for Students in Tourism and Hospitality and Related Fields.
- *Students obtained understanding of the importance of Zero-Waste management, recognizing its direct relevance to their future works in the tourism industry. Meanwhile, academic staff gained insight into the needs of private sector businesses, particularly in terms of curriculum development, teaching methodologies, and skill enhancement.* This activity highlighted the necessity for universities to adjust their curriculum or courses to align with industry demands, ensuring that students and graduates possess the skills and knowledge required in the evolving job market.
- **Asst.Prof.Dr. Orawit Thinnukool**, *the project coordinator*, gave a summary of *the launch event*, highlighting the benefits for all participants. He encouraged everyone to stay updated on the project and upcoming activities over the next three years of Tourism-Zero Project. Before concluding, attendees were asked to evaluate their satisfaction with the launch event organizing. After that, guests were free to network, discuss, and take photos before event closing.

## 5. Communication of the Event

The launch event of the Tourism-Zero project was promoted through various media channels, including online platforms, local news agencies, and CMU's own media channels. The



information was shared via the website and social media platforms, as detailed below in the Table 2.

Table 2 Information on media coverages received

#	Type of communication	Name of news agency	Description	Estimated number of people reached	Evidence
1	Video-sharing platform - YouTube channel (Live) and Facebook page	NBT 11 North Chiangmai	The launch event of the Tourism-Zero project was reported on the local Northern news channel, <b>NBT North Chiangmai</b> , on February 11, 2025.	100	Link: (1) <a href="#">Click here</a> (2) <a href="#">Click here</a>
2	Posted on the website of the local daily newspaper	Chiang Mai News	Promoting the launching event of the Tourism-Zero through the website of Chiang Mai News, the main topic of news content is “Chiang Mai University (CMU), with the collaboration of the College of Arts, Media and Technology, and the Faculty of Humanities, held the launching event of the Tourism-Zero at Ang Kaew Villa CMU on February 11, 2025. The objective of the event is to raise awareness of the developing curriculum focusing on waste management in tourism and hospitality under the implementation of the Tourism-Zero.”	100	Link: <a href="#">Click here</a>
3	Posted on the website	Chiang Mai City Life	The ‘Chiang Mai City Life’ posted the launching event on its website under the topic of “ <i>Tourism-Zero Project to Promote Zero-Waste Management in the Tourism Industry</i> ”	50	Link: <a href="#">Click here</a>
4	Video-sharing on social media	Chiang Mai News Addict	The ‘Chiang Mai News Addict’ page posted video of the Tourism-Zero project launch under the headline: “ <i>CMU Launches Tourism-Zero: Zero-Waste Management in Hospitality and Tourism Sector</i> ” (The news was presented in the Northern Lanna language).	50-100	Link: <a href="#">Click here</a>



#	Type of communication	Name of news agency	Description	Estimated number of people reached	Evidence
5	Posted on social media (Facebook page)	Chiang Mai Mee Reuang Lao (Chiang Mai Stories)	A CMU alumnus and digital content creator attended the launch event and shared the atmosphere of the event on his Facebook page. He also posted information about the project that he engaged in during the event, along with an invitation message: "Let's work together to make Chiang Mai a sustainable tourism city!"	50	Link: <a href="#">Click here</a>
6	Posted on the website	THE LEADER ASIA	The Leader ASIA posted news under the headline: "CMU Launches the Tourism-Zero to Implement Zero-Waste Management in the Tourism Industry".	50	Link: <a href="#">Click here</a>
6	Posted on the website	Naew Na	The news contents mentioned about the launching event of "Tourism-Zero" which received funding from European Union to advance sustainability and green deal policy and also enhance the CMU' policy on the Carbon Neutral University.	30	Link: <a href="#">Click here</a>
7	Posted on the website	CM 108	To promote Tourism-Zero project through Chiang Mai's leading local news agency, one of the most popular media channels in the Chiang Mai Province. This would expand public awareness and reach a wider audience in Chiang Mai.	100	Link: <a href="#">Click here</a>
8	Posted on the website	Chiang Mai University	The launching event of the Tourism-Zero was disseminated on the official website of CMU in the outstanding news category	50	Link: <a href="#">Click here</a>
9	Posted on social media (Facebook page)	Faculty of Humanities, Chiang Mai University.	The page posted the content and photos with the headline: "Grand Opening of the Tourism-Zero Project", which is held at Ang Kaew Villa CMU. It mentioned about the EU as a co-funder of the project, along with the other nine partners across Asia and European working together under this project.	50	Link: <a href="#">Click here</a>

## 6. Feedback and Evaluation

The evaluation result of the Launch Event Tourism-Zero Project is to analyze the event's success based on feedback collected through the evaluation event questionnaire created by NUOL leader from WP5 Dissemination and awareness raising. A total of **46 people** took part in



the evaluation session, which accounted for **55.42.50%** of all participants, the evaluation result and feedback for improvements are as follows:

### 1.The satisfaction with event organization.

The satisfaction evaluation for event organization is divided into three aspects. The detailed satisfaction assessment for each aspect is as follows:

- (1) Satisfaction with content during the presentation and seminar sessions,
- (2) Venue, technical equipment, and speakers, and
- (3) Event duration.

- **Satisfaction with content during the presentation and seminar session**

Overall satisfaction with the content during the presentation and seminar sessions was **Strongly Agree**. The event met attendees' expectations, had a clear and satisfactory goal, useful topics, sufficient content, appropriate interaction, clear information, and sufficient materials, details as the Table 3.

*Table 3 Satisfaction with the contents presented during the event*

Satisfaction with content during the presentation and seminar session	Rating scale	n	%	Mean	S.D.	Interpretation
1.1 The overall organization of the event fulfilled my expectations.	Strongly agree	25	54.35	4.39	0.83	Strongly agree
	Agree	16	34.78			
	Neither agree nor disagree	4	8.70			
	Disagree	0	0.00			
	Strongly disagree	1	2.17			
1.2 The goals of the event were clear and satisfactory.	Strongly agree	27	58.70	4.43	0.86	Strongly agree
	Agree	15	32.61			
	Neither agree nor disagree	2	4.35			
	Disagree	1	2.17			
	Strongly disagree	1	2.17			
1.3 The subjects/themes that were discussed were useful.	Strongly agree	30	65.22	4.54	0.78	Strongly agree
	Agree	13	28.26			
	Neither agree nor disagree	2	4.35			
	Disagree	0	0.00			
	Strongly disagree	1	2.17			



Satisfaction with content during the presentation and seminar session	Rating scale	n	%	Mean	S.D.	Interpretation
1.4 The contents of the different sessions were sufficient.	Strongly agree	27	58.70	4.41	0.86	Strongly agree
	Agree	13	28.26			
	Neither agree nor disagree	5	10.87			
	Disagree	0	0.00			
	Strongly disagree	1	2.17			
1.5 The level of interaction was appropriate for this event.	Strongly agree	27	58.70	4.41	0.83	Strongly agree
	Agree	15	32.61			
	Neither agree nor disagree	2	4.35			
	Disagree	1	2.17			
	Strongly disagree	1	2.17			
1.6 The information (e.g., agenda, direction, logistic arrangement) on the event was clear and easy to understand.	Strongly agree	30	65.22	4.50	0.81	Strongly agree
	Agree	13	28.26			
	Neither agree nor disagree	2	4.35			
	Disagree	0	0.00			
	Strongly disagree	1	2.17			
1.7 The materials distributed were sufficient.	Strongly agree	27	58.70	4.43	0.83	Strongly agree
	Agree	13	28.26			
	Neither agree nor disagree	5	10.87			
	Disagree	0	0.00			
	Strongly disagree	1	2.17			

- **(2) Venue, technical equipment, and speakers.**

Participants were **highly satisfied** with the **event venue** (95.65%), the **program design** (93.48%), **event coordination** (93.48%), **technical equipment** (93.48%) and the **combination of speakers** (89.13%), The overall organization of the event received a satisfaction rate of 95.65%, details as the Table 4.

Table 4 satisfaction with venue, technical equipment, and speakers.

(2) Venue, technical equipment, and speakers.	Answer	n	%
1.2.1 The location of the event was appropriate for me.	Yes	44	95.65
	No	2	4.35
1.2.2 The programme of the event was functional (breaks, sections, etc.).	Yes	43	93.48
	No	3	6.52



(2) Venue, technical equipment, and speakers.	Answer	n	%
1.2.3 The coordination of the event was effective.	Yes	43	93.48
	No	3	6.52
1.2.4 The available technical equipment was sufficient and efficient.	Yes	43	93.48
	No	3	6.52
1.2.5 The combination of participants/speakers was appropriate for me.	Yes	41	89.13
	No	5	10.87
1.2.6 The overall organization and realization of the event was satisfactory and effective.	Yes	44	95.65
	No	2	4.35

- **(3) Satisfaction with the duration of the event**

Regarding the event duration, 44 participants (95.65%) felt it was just fine, while only 2 participants (4.35%) found it too short. No participants felt the event was too long (0.00%).

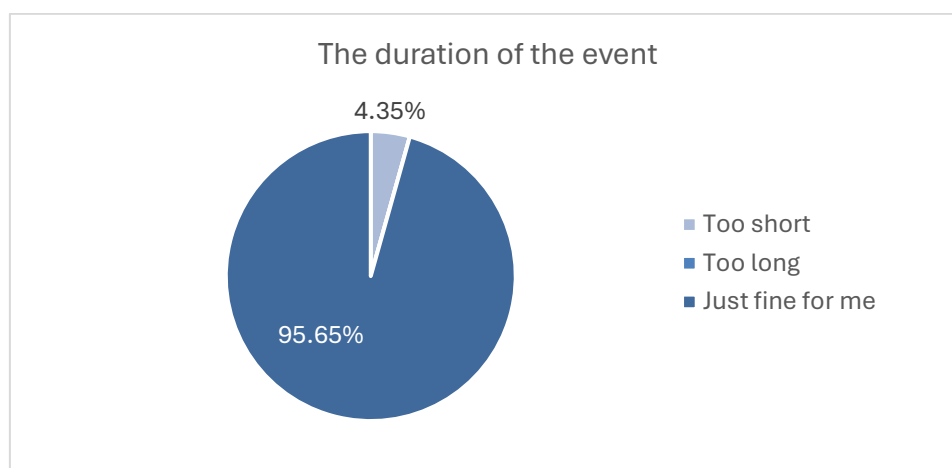


Figure 5 Satisfaction with duration of the event

## 2. Impact of the event on relevant stakeholders:

In terms of the impact of the event on stakeholders, most participants **strongly agreed** that attending the project launch event increased their awareness of waste management, sustainable development, and zero waste management in tourism activities. The detailed evaluation results are presented in Table 5.

Table 5 Impact of the event on relevant stakeholders

Impact of the event	Rating scale	n	%	Mean	S.D.	Interpretation
2.1 I am more aware of sustainable development.	Strongly agree	28	60.87	4.46	0.86	Strongly agree
	Agree	14	30.43			
	Neither agree nor disagree	2	4.35			
	Disagree	1	2.17			
	Strongly disagree	1	2.17			
	Strongly agree	29	63.04	4.41	0.93	Strongly agree



Impact of the event	Rating scale	n	%	Mean	S.D.	Interpretation
2.2 I am more aware of waste-management.	Agree	10	21.74			
	Neither agree nor disagree	5	10.87			
	Disagree	1	2.17			
	Strongly disagree	1	2.17			
2.3 I am more aware of sustainable tourism, zero-waste management.	Strongly agree	32	69.57	4.52	0.86	Strongly agree
	Agree	8	17.39			
	Neither agree nor disagree	5	10.87			
	Disagree	0	0.00			
	Strongly disagree	1	2.17			
2.4 I am more aware of collaborative practices to achieve sustainable development.	Strongly agree	31	67.39	4.48	0.96	Strongly agree
	Agree	11	23.91			
	Neither agree nor disagree	0	0.00			
	Disagree	3	6.52			
	Strongly disagree	1	2.17			
2.5 I increase my knowledge about waste-management in hospitality and tourism sector.	Strongly agree	30	65.22	4.43	0.96	Strongly agree
	Agree	10	21.74			
	Neither agree nor disagree	3	6.52			
	Disagree	2	4.35			
	Strongly disagree	1	2.17			
2.6 I feel more motivated to make sustainable choices of my tourism-related activities.	Strongly agree	29	63.04	4.46	0.86	Strongly agree
	Agree	11	23.91			
	Neither agree nor disagree	5	10.87			
	Disagree	0	0.00			
	Strongly disagree	1	2.17			
2.7 I feel encouraged to share practices of zero-waste management with family, friends and other social networks.	Strongly agree	30	65.22	4.52	0.78	Strongly agree
	Agree	12	26.09			
	Neither agree nor disagree	2	4.35			
	Disagree	2	4.35			
	Strongly disagree	0	0.00			



Impact of the event	Rating scale	n	%	Mean	S.D.	Interpretation
2.8 The insights I got motivate me to participate in other activities of the project in the future.	Strongly agree	29	63.04	4.50	0.81	Strongly agree
	Agree	14	30.43			
	Neither agree nor disagree	0	0.00			
	Disagree	3	6.52			
	Strongly disagree	0	0.00			

### 3. Overall satisfaction with the project launch event

The overall satisfaction of the launch event is shown in the Figure 6. The majority of participants, 32 people were **completely satisfied** (69.57%). While 10 participants were **satisfied** (21.74%), 3 participants were **neutral** (6.52%), and 1 participant was completely dissatisfied (2.17%).

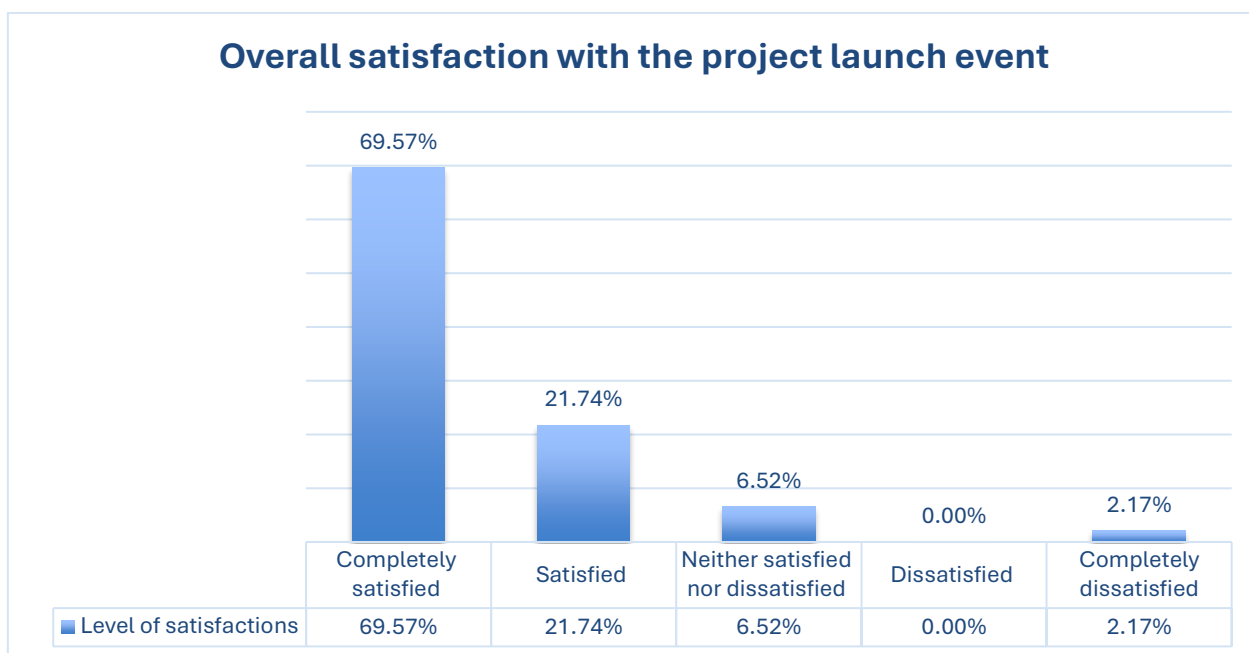


Figure 6 Overall satisfaction with the project launch event

### 4. The thing participants liked the most/least and suggestion for improvement

Considering the top five things participants liked the most, and top three things participants liked the least about the launch event of the Tourism-Zero Project including detail as the Table 6:



Table 6 The Most/least liked aspects and feedback for improvements

#	Feedback/Comments/Suggestion
The thing participants liked the most about the event:	<ul style="list-style-type: none"><li>• <b>Seminar content and knowledge sharing</b> Many attendees appreciated the insights from speakers, special lecture, and discussions on various topics, especially those related to waste management and sustainability in the tourism sector in Chiang Mai.</li><li>• <b>Venue and atmosphere</b> The event location and overall atmosphere was good, made the topic feel approachable and engaging.</li><li>• <b>Food and souvenirs</b> The variety of authentic Northern Thai food and snacks, including eco-friendly packaging, as well as the lovely souvenirs, was highly praised.</li><li>• <b>Event organization and format</b> The schedule, arrangement, smooth flow of activities, and the friendly moderator made the event enjoyable and easy to follow.</li><li>• <b>Diversity of perspectives &amp; collaboration both internal faculties in CMU and external organizations</b> Inviting multiple organizations to share opinions on zero waste provided valuable insights and different viewpoints.</li></ul>
The thing participants liked the least about the event:	<ul style="list-style-type: none"><li>• <b>Weather &amp; Sunlight</b> Many participants mentioned the warm weather, sunlight, and lack of shade as challenges because the event was held outdoors.</li><li>• <b>Short session durations</b> Some participants felt that the seminar sessions were too short, making it difficult to absorb all the information, they expected to see more tangible actions related to zero waste management.</li><li>• <b>Break time slot</b> The morning break was short, causing some guests to miss the beginning of special lecture sessions.</li><li>• <b>Others</b> The availability of basic amenities such as toilets.</li></ul>



#	Feedback/Comments/Suggestion
Comments/feedback or suggestions for improvement.	<ul style="list-style-type: none"><li>• There should be regular activities to keep awareness high among target groups; long gaps may reduce engagement.</li><li>• The organizer should provide better shade or tents to protect participants from sunlight.</li><li>• More detailed information on zero waste implementation should be provided.</li><li>• Similar events should be organized more often in future.</li><li>• It should focus on practical waste management in a tangible way to cover all relevant departments/organizations.</li><li>• The project team should collaborate with local businesses and authorities such as municipalities or provinces to expand large scale impact because there are hotels and restaurant associations already to drive this topic in Chiang Mai.</li><li>• More students should be invited to participate.</li></ul>

## 7. Additional Information

- Photographs of the project launch event are shown below. For more details via this link: [<https://drive.google.com/drive/folders/1VzH5krk113rRflsLDfvASBJoHh-CHDUn?usp=sharing>]
- Recap video of the CMU project Launch Event of the Tourism-Zero: [<https://drive.google.com/file/d/1CRY9dH6dZBzIZWKGBniozpp2UUr4TgBB1/view?usp=sharing>]



Figure 7 The CMU staff attended the Launching Event of the Tourism-Zero Project (1)



*Figure 8 Greetings and introducing the CMU Project team by Asst.Prof.Dr. Orawit Thinnukool (Project coordinator)*



*Figure 9 Overview of the Tourism-Zero Project was delivered by Asst.Prof.Dr. Yuthasak Chatkaewnapanon*



*Figure 10 Welcome remark by Asst.Prof.Dr. Rawee Jansong, Dean of Faculty of Humanities.*

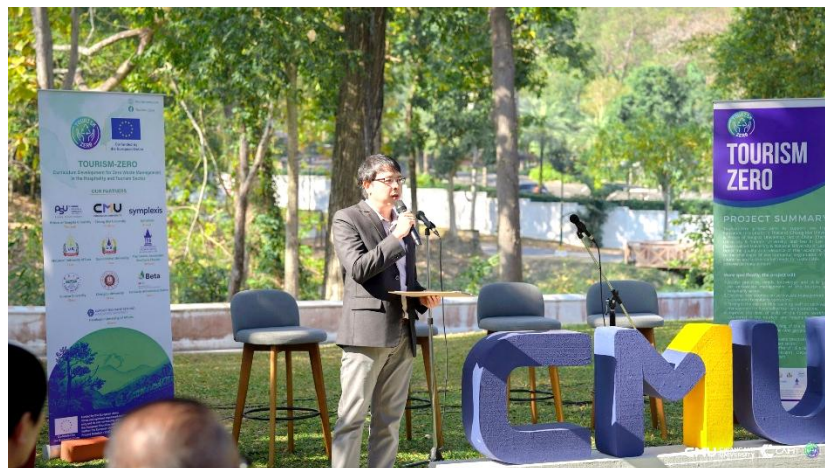


Figure 11 Opening remark by Asst.Prof.Dr. Worawit Janchai. Dean of College of Arts, Media and Technology.



Figure 12 Guests of honors from private, government, and HEIs sector attended the event



Figure 13 A special lecture on Chiang Mai University and Its Role in Enhancing Skills for All Ages through CMU Lifelong Education was presented by Asst.Prof.Dr. Pradthana Jaipong, Director of the CMU Lifelong Education.



Figure 14 Progress and roadmap of the Tourism-Zero Project were presented Asst.Prof.Dr. Pattaraporn Khuwuthyakorn as a task manager



Figure 15 The seminar session on “The Future of Zero-Waste Tourism” from special guests who are representatives from private, government, and HEI Sector (1)



Figure 16 The seminar session on “The Future of Zero-Waste Tourism” from special guests who are representatives from private, government, and HEI Sector (2)



Figure 17 The HEI staff from Maejo University attended the Launching Event



Figure 18 The CMU staff attended the Launching Event of the Tourism-Zero Project (2)

**Supporting Documents: For more details of the Project launching event on G-drive via this link: [\[Click here\]](#)**

**Annex I** Agenda CMU-TZ Project Launch Event

**Annex II** Participant list CMU-TZ Project Launch Event

**Annex III** Evaluation result CMU-TZ Project Launch Event

**Annex IV** Photos CMU-TZ Project Launch Event

**Annex V** Poster to promote CMU-TZ Project Launch Event